

WP4 — 40-Item Measurement Outline (Green Agritainment)

Green Agritainment: VET strategies for Edutainment in European Agritourism — Agritainment |

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Use the following domains and items to evaluate agritourism edutainment activities. Response scale for all items: 1=Strongly disagree, 2=Disagree, 3=Neither, 4=Agree, 5=Strongly agree, N/A=Not applicable. Items marked with * are reverse-coded.

A. Environmental & Resource Management

1. E1. The agritourism site uses renewable energy sources (e.g., solar, biomass).
2. E2. Water-saving measures are implemented (e.g., low-flow taps, rainwater harvesting).
3. E3. Waste is sorted and organic waste is composted on site.
4. E4. Single-use plastics are avoided in guest services (e.g., cups, toiletries).
5. E5. Menus prioritize seasonal, locally sourced ingredients.
6. E6. Food waste is measured and actively reduced (e.g., repurposing, donations).
7. E7. Biodiversity is supported through habitat-friendly practices (e.g., hedgerows, pollinator plants).
8. E8. Environmental practices are communicated clearly to visitors (signage, briefings).

B. Cultural Heritage & Authenticity

9. C1. Traditional crafts and skills are demonstrated by local artisans.
10. C2. Local history and intangible heritage (songs, legends) are interpreted for guests.
11. C3. Architectural/landscape features reflect regional identity and are maintained.
12. C4. Cultural content is co-created with community members.
13. C5. Authentic local foodways/recipes are respected in preparation and naming.
14. C6. Visitors meet real producers or culture-bearers, not only intermediaries.
15. C7. Pricing/visibility ensure fair recognition of local creators' work.
16. C8*. The cultural elements presented feel generic and could belong anywhere.
(reverse-coded)

C. Learning & Edutainment Quality

17. L1. Activities have clear learning objectives shared with participants.
18. L2. Hands-on practice is balanced with explanation and reflection.

19. L3. Content is accurate and evidence-based (e.g., sustainable farming, biodiversity).
20. L4. Facilitation methods are inclusive and age-appropriate.
21. L5. Safety and ethical guidelines are explained before activities.
22. L6. Materials (maps, worksheets, labels) support learning and memory.
23. L7*. Instructions were unclear or inconsistent across activities. (reverse-coded)
24. L8. Participants can transfer the learning to real life (home, work, community).

D. Community & Fair Economy

25. S1. The initiative creates income opportunities for local producers and services.
26. S2. Collaboration with local organizations (schools, NGOs, elders) is active and visible.
27. S3. Procurement favors local micro-enterprises and cooperatives.
28. S4. Pricing is transparent and fair to producers and customers.
29. S5. The initiative monitors its local economic impact (jobs, purchases).
30. S6. Activities are accessible to different incomes (e.g., reduced rates, community days).
31. S7*. Benefits concentrate in a few external actors rather than the community.
(reverse-coded)
32. S8. The initiative reinvests part of proceeds into local heritage or nature.

E. Visitor Experience, Accessibility & Safety

33. X1. Welcome/information are accessible in the local language and English.
34. X2. Facilities/routes consider accessibility (where feasible).
35. X3. Group size is adapted to site sensitivity and learning quality.
36. X4. Safety briefings and emergency contacts are provided.
37. X5. Signage/orientation aids (maps, QR codes) are available.
38. X6. The experience offers meaningful interaction with hosts and place.
39. X7*. Visitors are left without guidance during activities. (reverse-coded)
40. X8. Overall, the experience is memorable and worth recommending.

Scoring & Use

- Compute mean (or sum) per domain; omit N/A from denominators.
- Reverse-code items marked with * before aggregation.
- Use domain scores for formative feedback and benchmarking across sites/activities.
- Optional: produce a radar/spider chart to visualize domain profiles.

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